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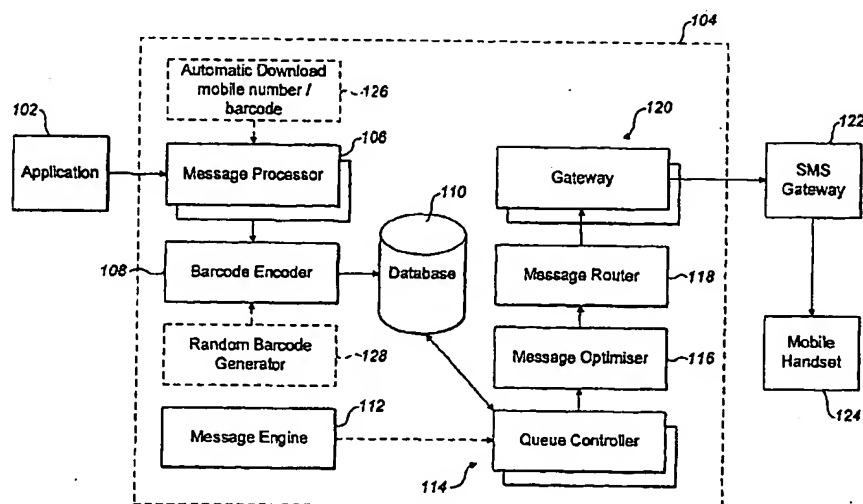
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(54) Title: **OPTIMISED MESSAGES CONTAINING BARCODE INFORMATION FOR MOBILE RECEIVING DEVICE**



(57) **Abstract:** A system for delivering coupons containing barcodes to a mobile device such as a mobile phone is disclosed. A message processor means (106) generates message data comprising a coupon. A message optimiser means (116) generates an optimised message responsive to the message data and the capabilities of the mobile device (124). Preferably the capabilities of the mobile device comprise device attribute associated with a mobile device type, and are stored in a database means (110). The optimised message is transmitted to the mobile device. For basic mobile devices, simple text message including barcode number and associated text will be delivered. Otherwise, subject to the mobile device supporting the required display dimensions and colour depth, a barcode image, picture, and/or multimedia content will be delivered.

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